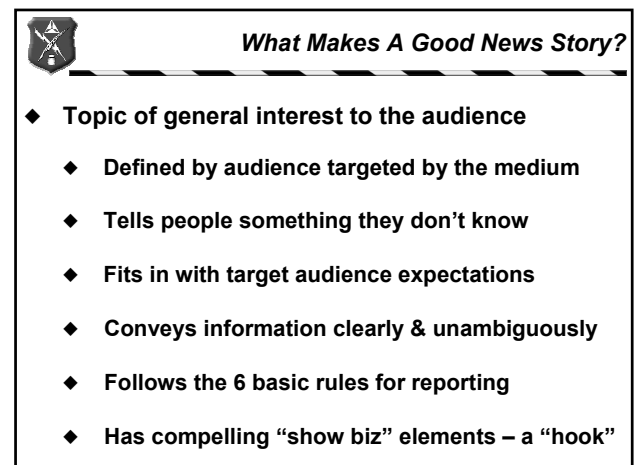
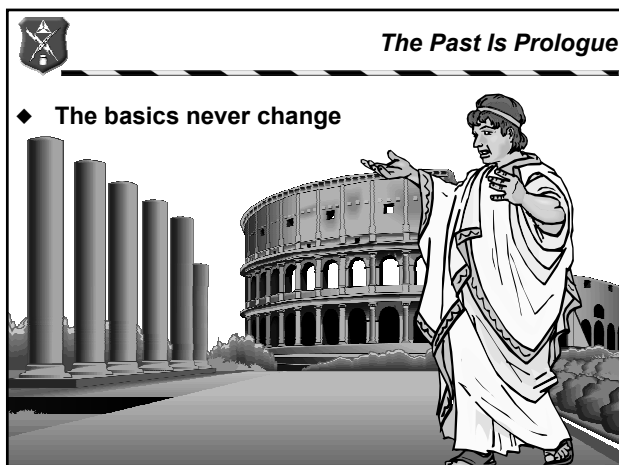
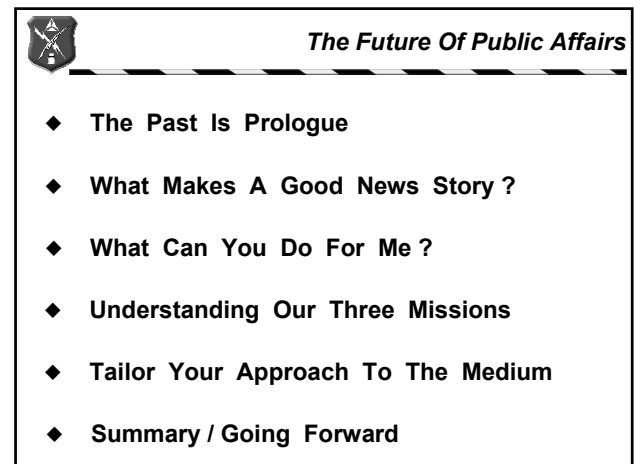


# The Future Of Public Affairs




# The Future Of Public Affairs



### What Makes A Good News Story?

... But no matter what happens, ladies and gentlemen, one thing is certain ... life goes on.






### What Can You Do For Me?

◆ This is how many reporters approach a story:


**“...So, what can you do for me?”**



### What Can You Do For Me?

◆ This is how *you should* approach a reporter:


**“...So, what can you do for me?”**



### What Can You Do For Me?

◆ They have a job to do, and have to be selective


- ◆ Their goal is to get on-air or in print
- ◆ They don't want their time wasted
- ◆ Look for stories that have “big” themes
- ◆ Want tie-ins to the key story of the day
- ◆ They often will take the path of least resistance
- ◆ *Make it as easy as possible for them!*



### What Can You Do For Me?

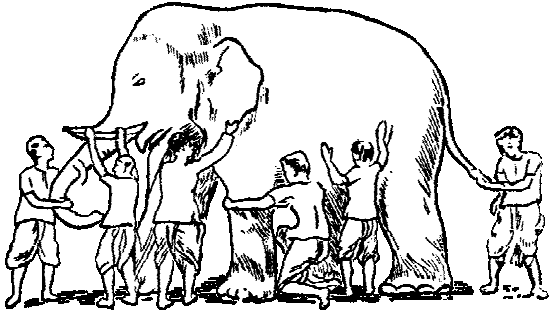
◆ Become their “go-to” person – a “source”

- ◆ Position yourself as a knowledgeable resource
- ◆ Become one of their subject matter experts
- ◆ Help make their job as easy as possible
- ◆ Prepackage facts, interviews etc. for them
- ◆ Be reliable, factual, professional and BRIEF
- ◆ *Don't EVER lie or intentionally mislead them!*




### Understanding Our Three Missions


◆ You **MUST** be conversant with all CAP missions




# The Future Of Public Affairs

**Understanding Our Three Missions**


- ◆ You **MUST** be conversant with all CAP missions
  - ◆ Emergency Services
    - ◆ Homeland Security
    - ◆ Disaster Relief
    - ◆ Search and Rescue
    - ◆ Narco - terrorism reconnaissance
    - ◆ Visual and electronic search
    - ◆ Other local, state and federal support missions

**Understanding Our Three Missions**


- ◆ You **MUST** be conversant with all CAP missions
  - ◆ Emergency Services
    - ◆ Get to know active mission personnel
    - ◆ Attend SAREX's and training classes
    - ◆ Create your own internal "sources"
    - ◆ Take on-line ES courses
    - ◆ Find out what ES missions are done locally
    - ◆ Learn the full spectrum of ES activities

**Understanding Our Three Missions**


- ◆ You **MUST** be conversant with all CAP missions
  - ◆ Cadet Programs
    - ◆ Run *by* Cadets *for* Cadets with adult supervision
    - ◆ Emphasizes moral character, leadership skills
    - ◆ Helps develop teamwork and social abilities
    - ◆ Participation in community activities
    - ◆ Opportunity to examine aviation career fields
    - ◆ Homeschooled get to interact with peers

**Understanding Our Three Missions**

- ◆ You **MUST** be conversant with all CAP missions
  - ◆ Cadet Programs
    - ◆ Visit local Cadet Squadrons
    - ◆ Speak with Senior Cadet leaders
    - ◆ Get to know Officers supporting the program
    - ◆ Identify articulate Cadets for media exposure
    - ◆ Learn about national Cadet special activities
    - ◆ Know local Cadet success stories

**Understanding Our Three Missions**

- ◆ You **MUST** be conversant with all CAP missions
  - ◆ Aerospace Education
    - ◆ Emphasizing aviation's value to the nation
    - ◆ Showing civil aid from military aviation
    - ◆ Creates exposure to career opportunities
    - ◆ Adult - supervised model rocketry program
    - ◆ Provides classroom tools for teachers
    - ◆ Academics to meet future workforce needs

**Understanding Our Three Missions**

- ◆ You **MUST** be conversant with all CAP missions
  - ◆ Aerospace Education
    - ◆ Get copies of classroom materials
    - ◆ Discover local Aerospace Education initiatives
    - ◆ Speak to Officers supporting the program
    - ◆ Visit unit Aerospace Education web sites
    - ◆ Talk to involved Cadets about the program
    - ◆ Sit in on Aerospace Education activities

# The Future Of Public Affairs



## Tailor Your Approach To The Medium

- ◆ Different media require different approaches
  - ◆ Traditional broadcast & cable
    - ◆ Be aware of medium's time constraints
    - ◆ TV / cable stories need compelling video
    - ◆ Radio requires clear, concise communication
    - ◆ May need help in defining story "angle"
    - ◆ Provides greatest potential audience for CAP
    - ◆ *Don't allow a CAP story to be "fluff"!*



## Tailor Your Approach To The Medium

- ◆ Different media require different approaches
  - ◆ Newspapers and magazines
    - ◆ Greater opportunity for in-depth stories
    - ◆ Pictures often subsidiary to story impact
    - ◆ Take care to define terms with reporter
    - ◆ Use of fact sheets especially important
    - ◆ Utilize leave-behinds like CAPability Handbook
    - ◆ *Make it easy for them to get their facts right!*



## Tailor Your Approach To The Medium

- ◆ Different media require different approaches
  - ◆ Unit newsletters and internal publications
    - ◆ Be aware a newsletter may go *anywhere*
    - ◆ You can't control who might read it
    - ◆ Avoid any possible negative connotations
    - ◆ Stress professionalism of volunteers
    - ◆ Select key outside entities to get newsletters
    - ◆ *Make sure the "look and feel" is high quality!*



## Tailor Your Approach To The Medium

- ◆ Different media require different approaches
  - ◆ Web sites, blogs and other non-traditional media
    - ◆ Blogs offer personalized, opinionated approach
    - ◆ Social web sites provide unique opportunities
    - ◆ Make it easy for all comers to get the facts
    - ◆ Stay away from jargon that can turn off outsiders
    - ◆ Stay away from "free" sites with advertising
    - ◆ *Be aware of the legal ramifications!*



## Summary / Going Forward

- ◆ So what *is* the future of public affairs?
  - ◆ Sensitivity to a changing media landscape
  - ◆ Educate yourself about all of CAP's missions
  - ◆ Understand that the basics never change
  - ◆ What can you do for me?
  - ◆ *Show that volunteer also means professional!*



Citizens Serving Communities ...

*Above and Beyond*